



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Communication Skills

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the nature of staff communication.
2. Explain the nature of effective written communications.
3. Explain the nature of effective verbal communications.
4. Employ communication styles appropriate to target audience.



## **INTERVIEW SITUATION**

You are to assume the role of candidate for a position with the human resource department at LUCKY CUSTOMER SERVICE, a large customer service call center that employs over 1,000 people. You have submitted your résumé and have been invited in for a face-to-face interview with the director of human resources (judge). This interview will be used to measure your knowledge and understanding of an aspect of human resources. The director (judge) wants to make sure you understand the importance of effective communication skills.

The human resources position you are applying for works with staff members to resolve personal HR issues and interpersonal relationship issues with other staff. The director (judge) wants to make sure you understand the nature and importance of effective communication skills in dealing with these issues.

The interview will take place in the director's (judge's) office. The director (judge) will begin the interview by greeting you and asking to hear your explanation of effective communication skills. After you have provided your explanation and have answered the director's (judge's) questions, the director (judge) will conclude the interview by thanking you for your presentation.

## JUDGE'S INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Interview Situation
4. Judge Situation Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE SITUATION CHARACTERIZATION

You are to assume the role of director of human resources at LUCKY CUSTOMER SERVICE, a large customer service call center that employs over 1,000 people. The candidate (participant) is applying for a position within the human resources department. The candidate (participant) has submitted a résumé and has been invited in for a personal interview with you. This interview will be used to measure the candidate's (participant's) knowledge and understanding of an aspect within the human resources department. You want to make sure the candidate (participant) understands the importance of effective communication skills.

The human resources position the candidate (participant) is applying for works with staff members to resolve personal HR issues and interpersonal relationship issues with other staff. You want to make sure the candidate (participant) understands the nature and importance of effective communication skills in dealing with these issues.

The interview will take place in your office. You will begin the interview by greeting the candidate (participant) and asking to hear the candidate's (participant's) knowledge and understanding of effective communication skills. In the first part of the interview, the candidate (participant) has been asked to explain the nature of effective communication. The candidate (participant) must also include the additional performance indicators listed on the first page of this event. Following the candidate's (participant's) explanation, you are to ask the following questions of each participant:

1. How can you be certain an employee understands what you are communicating?

2. When is it appropriate to communicate via mass email blast rather than a one-on-one meeting?

Once the participant has answered your questions, you will conclude the discussion by thanking the participant for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## JUDGE'S EVALUATION INSTRUCTIONS

### Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



**PRINCIPLES OF BUSINESS MANAGEMENT  
AND ADMINISTRATION EVENT, 2015**

Participant: \_\_\_\_\_

I.D. Number: \_\_\_\_\_

**JUDGE'S EVALUATION FORM  
SAMPLE SCENARIO 2015**

**INSTRUCTIONAL AREA  
Communication Skills**

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of staff communication?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
2.	Explain the nature of effective written communications?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
3.	Explain the nature of effective verbal communications?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
4.	Employ communication styles appropriate to target audiences?	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
5.	Overall impression and responses to the judge's questions	0-1-2-3-4-5-6	7-8-9-10-11	12-13-14-15-16	17-18-19-20	
<b>TOTAL SCORE</b>						